

6 QUICK WEBSITE FIXES!

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realflowerbusiness.com



Welcome to 6 Free Website Tips + 3 More Tips!

I'll be honest, when I started my business I had no clue how much time I'd spend working on my website.

Your website is one of your sharpest sales tools...

And it's always a work in progress...

And it isn't just about looking pretty.

I LOVE floral design—I've been a florist for 25 years and I STILL love learning new techniques!—but **the most important thing I've done for my business was creating a website that reflects my brand and attracts my ideal clients.**

This pdf includes **6 Quick Fixes plus 3 More Tips** to help you update and streamline your website ASAP.

(If you can update your own website, you can put some of these tips to work right away!)

I hope you'll enjoy my tips and **take some action** to make your website even better today!

First Things First

Which comes first, better clients or a better website?

(Well, that's not easy to answer, but a great website certainly can't hurt!)

You can begin by scrolling through your website and asking yourself the following questions...

"Does my website:"

- Lead my client through the pages I most want them to see?
- Explain the booking/ordering process?
- Represent my brand in its best light? (*Is my website as professional as I am in real life?*)
- Help me prescreen clients for style and budget?
- Fully express what I do and what I sell? (You must be willing to sell on your site!)

If you didn't reply with a resounding **YES to all of the above**, it's not too late...these 6 quick tips will help you on your way....

AND I can help take you even further in my Website Bootcamp...

find details here: realflowerbusiness.com/website-bootcamp

Because building a better website takes practice....

and some trial and error....

But BOOTCAMP can help shortcut the trial and error process for you!

REMEMBER: Don't get discouraged if something isn't perfect.

Done is better than perfect.

Now, let's dive into 6 Quick Fixes For Your Website...

6 Quick Fixes For Your Website

- Reduce number of Tabs on your homepage to 5 or less (you can use dropdown menus to relocate some of your existing tabs).
- Update the photo on your About page (your ideal clients want to see your face). This is one step towards building your "know, like and trust factor".
- Add a Call to Action (CTA) to the bottom of your About Page. (Don't let people bounce out here. Tell them where to go next with a link.)
- Spell out your e-mail address (yourname@yourwebsite) on your Contact Page. (Let your customers contact you easily without going through your online form.)
- Reduce number of required fields on your contact form. (Name & Email are a must; don't require more than 2-3 fields on your contact form.)
- Blog! Add categories and tags to each post. (This is how Google finds you. You have to tell the Google "what it is you do", so your ideal clients find you.)

Take Action Now!

List 1-3 quick fixes you can apply to your website in the next 3 days.

1. _____
2. _____
3. _____

Scroll down for: **3 More Tips to Take Your Website Even Further**, but first...a note on branding....

You don't need to be a branding expert to have a good brand, but you do need to dig deep and do some hard work to understand what it means to have a good brand and **develop your brand-ing to work for your unique business goals.**

I'm not a traditional "branding expert", but I have studied and practiced (and practiced) my own approach to branding since I started my business.

I began my career in the floral industry over 25 years ago, and **for the past 17 years as a business owner I've practiced and developed the voice of my brand in order to attract my ideal clients.**

It's said to take **10,000 hours of "deliberate practice" to achieve mastery in a field.**

And I've easily exceeded that quota as I've worked on mastering my brand....but it's an ongoing process.

There is always more to master when it comes to branding.

The more intention we place on each and every thing we do, the closer we get to our truest versions of ourselves.

And the more you can be yourself in your business, **the easier it is to for customers to believe you.**

Pro Tip: We send signals to our customers about **who we are**, about **who we think they are**, as well as **how we expect to be treated.**

Up next, 3 More Tips for you!...

3 More Tips to Take Your Website Even Further

- ❑ Add video of yourself to your About page! This helps develop your “know-like-trust” factor so your ideal clients can find you.

- ❑ Create an opt-in form and start an e-mail list to stay in touch with clients. (This can take time to develop, but it is particularly useful if you own a flower shop or flower farm. If you offer workshops, weekly deliveries and holiday orders you can build a list of interested clients who want to buy from you.)

- ❑ Update your portfolio. If you’ve designed new work in the past 6-12 months that you’ve shared on Instagram, but haven’t posted on your website, it’s time to get it on your website.

Bonus points: Take down images that no longer reflect your best/current work! That bouquet you made 10 years ago is OK to delete if it isn’t “the work you do right now”.

Take Action Now!

- First, knock out those 3 Quick Fixes you listed from page 3.
- Then, pick 1 MORE TIP to take your site even further over the next 4-6 weeks.

I hope you’ll put these simple tips to good use on your website ASAP!

And if you’re ready to take your website to the next level,

my 3-Day Website Bootcamp is the perfect shortcut for you! Get it here:

realflowerbusiness.com/website-bootcamp

In this **self-paced training**, you can **improve your website in 3 days or less** with bite-sized **ACTIONABLE TIPS** to help you **increase your engagement and represent your brand in it’s best light**. Once you **sign up** you get **immediate access to the entire course including: 10 Videos, homework and notes**.

A few more thoughts on branding...

Branding is a journey.

(it takes time, deliberate forward motion and intention...)

A florist's job would be a lot easier if all we had to do was design and deliver beautiful flowers, but there is so much more that goes into running a successful design company.

It doesn't matter if you've been in business for 3 years, 3 minutes or 3 decades... **there's nothing that defines your brand more than the experience you create for your customers.**

Establishing trust with your clients as you lead them through your customer service experience is crucial to the client's peace of mind as well as your brand. **(And your website is THE PERFECT PLACE to begin to establish this trust.)**

I evaluate and reevaluate the course of my business/my brand on a yearly basis and ask myself:

**do I need to modify my marketing efforts;
should I update my website copy (again);
am I still reaching my ideal clients?**

I implement changes. Constantly.

I share my point of view. **Authentically.**

I move through the fear of someone judging or rejecting me/my "stuff". Daily.

I know it's not easy to "put yourself out there" which is why it's essential to take a long, honest look at your website, your brand, and your client goals so **you can rock the unique strengths that only you possess.**

Warning: Deliberate learning and practice will be required. You will be forced to allow yourself to possibly make a mistake or misstep. **The sooner you can accept that "it" (your business, your decisions, your website) sometimes cannot be perfect,** the sooner you can **create the room to bloom and grow....because nothing's ever perfect. Progress over perfection...**

Branding your business is personal.

I took my first “big leap” towards transforming my business into a brand by purchasing an online course about “how to step it up” **to proudly serve as the face (or more accurately, the heart and soul) of my business.**

I was on fire with new energy, inspiration, and ideas as I worked my way through the worksheets and solo-brainstorming sessions in that course. There was no going back once I understood what it looked like, and more specifically, what it ***felt like***, to **interact with my customers in an authentic way.**

I was hooked on that feeling and I’ve been pursuing the art of good business ever since. And now, I offer online business courses for florists as well as 1:1 strategy sessions to coach floralpreneurs who want to get to the root of their passion so they can better represent their brand, connect with their ideal clients, and build a business that lasts.

I’ve studied and practiced what it means to find ideal clients and hone the voice of my brand.

Every year is a learning year in business. Even though I’ve been in business for over 17 years I still make time for as many business webinars (and free tips like the ones you’re reading right now!) as I can. Whether the topic is Facebook Ads or building an e-mail list, or a new floral technique... **I seek out the knowledge that might push me closer to my goals.**
The most important thing is to just get started!

**Start before you’re ready...
And keep doing beautiful work!**

With love from me to you,

Alison Ellis

P.S. If you have questions for me, or you’re not sure if a course is right for you, drop me a line any time. I’m happy to answer any questions you may have before, during or after taking a course. You can contact me at floralartvt@gmail.com

About the Author



photo: Ashley Largesse

Hey! I'm Alison Ellis. Thanks for checking out my free tips!

I'm on a mission to help florists make more money, book better gigs and build long-lasting brands.

I've been in the floral industry for over 25 years and started my own business, [Floral Artistry](#), in 2002.

I have a degree in Plant & Soil Science from The University of Vermont as well as a minor in small business.

Since 2015 I've been creating free training and online courses to empower floralpreneurs to achieve their business goals and keep doing beautiful work. I share heartfelt advice from my personal experience with professional florists around the world.

I'm the author of [FLOWER MATH: The Florist's Guide To Pricing And Profitability](#), [Build A Better Website](#), [E-mail Templates for Florists](#), [Contracts For Florists](#), [How To Write Proposals That Sell \(And Book More Weddings More Quickly\)](#), [Wedding Workflow](#) and [The Art of Good Business: a online branding course with Alison Ellis](#), and my [Business Plan Jumpstart](#).

I'm also an educational speaker and contributor to Florists' Review Magazine, Botanical Brouhaha, Flirty Fleurs, and I'm a member of the Chapel Designers.

You'll find more free resources and my blog at [realflowerbusiness.com](#).
To ask me a question or drop me a line e-mail: floralartvt@gmail.com